CANADIAN MOVING PICTURE DIGEST

Vol. 22, No. 9 TORONTO 2, CANADA June 28th, 1930

THE BIG HOUSE

Story and dialogue by Frances Marion Additional dialogue by Joe Farnham and Martin Flavin. A Cosmopolitan Production. Director, George Hill.

Wallace Beery

Leila Hyams

Chester Morris

Robt. Montgomery

Geo. F. Marion

J. C. Nugent

Lewis Stone

NEW YORK at $2

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Hit after hit! Riding into next season on high!

METRO GOLDWYN MAYER

Your Lucky Star

PUBLISHED BY

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JOAN CRAWFORD (4)
GREAT DAY
HER FORTUNE
And Two More

GRETA GARBO (3)
RED DUST
And Two More

RAMON NOVARRO (3)
SINGER OF SEVILLE
SONG OF INDIA
And One More

NORMA SHEARER (2)

LON CHANEY (1)
THE BUGLE SOUNDS

JOHN GILBERT (2)
WAY FOR A SAILOR
And One More

LAWRENCE TIBBETT (2)
NEW MOON (with Grace Moore)
And One More

COSMOPOLITAN (4)
GRACE MOORE in a story based on Jenny Lind's life.
And Three More Cosmopolitans

WILLIAM HAINES (4)
REMOTE CONTROL
And Three More

DRESSLER & MORAN (2)
RAZZLE DAZZLE
And One More

BUSTER KEATON (2)
To be Announced

"LUCKY STAR" PRODUCTIONS (20)
GOOD NEWS
MERRY WIDOW
NAUGHTY MARIETTA
BILLY THE KID
TRADER HORN
MADAM SATAN (Cecil DeMille)
LIKE KELLY CAN
TAMPICO
THE CRISIS
MARCH OF TIME
PASSION FLOWER
MONSIEUR LE FOX
DARK STAR
WAR NURSE
THOSE THREE FRENCH GIRLS
(Charmaine, Diane and Madelon)
BALLYHOO
WORLD'S ILLUSION
DANCE FOOLS DANCE
THE GREAT MEADOW
DIXIE, THE DARK HORSE

M-G-M SHORT FEATURES
6 M-G-M DOGVILLE COMEDIES
6 LAUREL & HARDY COMEDIES

HAL ROACH STAR COMEDIES
8 CHARLEY CHASE COMEDIES
8 OUR GANG COMEDIES
8 "BOY FRIENDS" COMEDIES

M-G-M COLORTONE REVUES (8)

NOVELTY GROUP (4)
"Song Writers Revue" "Copy"
"The Rounders" "Gems of M-G-M"

AROUND THE WORLD WITH BURTON HOLMES (12)

FLIP THE FROG (12 CARTOON)

HEARST METROTONE NEWS (104)

MARION DAVIES

JOHN GILBERT

NORMA SHEARER

GRACE MOORE

BUSTER KEATON

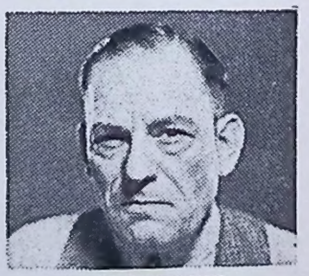
JOAN CRAWFORD

RAMON NOVARRO

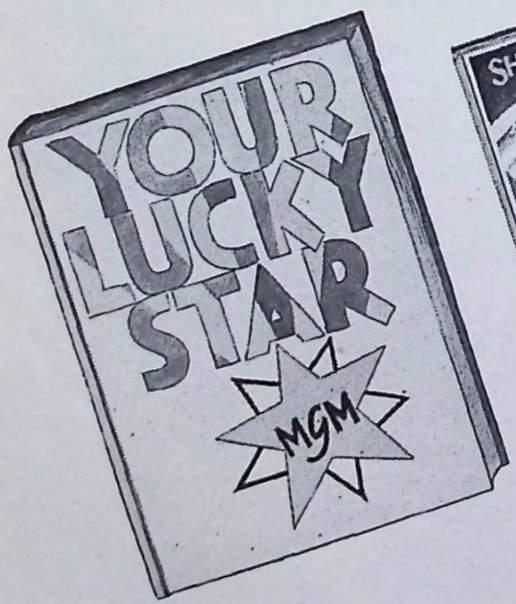
GRETA GARBO

WILLIAM HAINES

LAWRENCE TIBBETT


LON CHANEY

DRESSLER-MORAN



WRITE FOR THESE TWO BOOKS!

M-G-M's 110 page "Lucky Star" Book, and "Shorts Heard 'Round The World," the Big News of 1930-31.

SHORT SUBJECT PERSONALITIES

OUR GANG

LAUREL-HARDY

DOGVILLE Comedies

FLIP THE FROG Cartoons

CHARLEY CHASE

BURTON HOLMES

THE BOY FRIENDS

Canadian Moving Picture DIGEST

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RAY LEWIS
Editor and Managing Director

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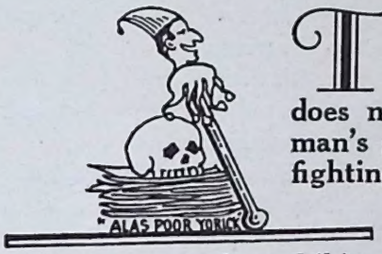
Blasting for Good Business



THE HON. R. B. BENNETT, Conservative leader, has stated that he intends to blast a way to trade for Canada. Some are of the opinion that trade does not take in the elements of war, that it is a gentleman's game; and should be fought with kid gloves, if any fighting is to be considered.

Those of us who have passed through the trade angles in Motion Pictures, know that neither the distributors, nor the exhibitors have ever got anywhere without "blasting."

Trade requires blasting. The British Film Industry has been talking parliamentary to the American Film Industry for several years; and what has it got them?

What has the exchange of conferences and notes obtained for the other European countries in relationship to Film Trade?

How far could Canada get without Tariff protection? And how far has Great Britain travelled on a free trade policy, which opens up her ports in order that there may be a plentitude of product on the market for the consumer, but provides no work for the consumer with which he can purchase the commodities offered.

Trade requires building, plenty of it, by way of tariff protection, by way of propaganda and advertising.

No country, more than the United States, understands better the "blasting" process of securing trade.

Getting trade is not a "gentleman's game" in the sense that one is retiring and polite, nor is it a Christian game in which a country discriminated against by tariff legislation, or a Film Monopoly turns the other cheek.

Getting business means fighting for business; and this applies to the small trader, or the trader of international dimensions.

The independent exhibitor, or producer will not get any consideration unless he is leather-lunged, and can send out a blast that can be heard.

The "meek and the lowly" in trade, as this applies to individuals and to nations, remain "meek and lowly," but the "blasters" blast their way to recognition, and economic as well as respectful independence.

The Hon. R. B. Bennett has always been a "blaster" as far as his politics have been concerned, for these politics have been a statesmanship and economic knowledge of the needs of this country, a development of natural resources, into waterways and highways, industries, which will take plenty of "blasting" before these works are completed; and a tariff protection which does not adopt the attitude of an "after you Alphonse" countervailing duties policy; but leads the way to protection.

The Independent distributors and exhibitors will do well to imitate such "blasting" in order to keep themselves in business.

RAY

RAY LEWIS

PRESENTS

SEVERAL U. S. trade papers have been reporting "substantial reductions" in film rentals for Canadian exhibitors.

An interview with about thirty Toronto theatreowners, in respect to reductions, does not confirm the statements as reported in the U.S. trade papers. No reductions have been made, state the exhibitors, but unless some are made theatreowners throughout Canada will be obliged to close their theatres until times improve, and patronage becomes better.

Now the question before the distributors is one which directly concerns them. Is it better to lose several hundreds of bookings because of prices exhibitors cannot afford to pay, or is it better to keep the pictures working at a lower price, for in two or three months these pictures will naturally be reduced because the newer programs will be in distribution.

Another angle of consideration is the one which concerns the protection of the exhibitors, for these men are the buyers for the public, of distributors' product; and as cash customers should at least be given some credit by way of reductions to tide them over a period of depression, owing to unemployment, and the uncertainties of an election, owing to a financial crisis, occasioned by a wiping out of billion dollar values, in which every exhibitor is indirectly involved, since "the lambs" are his public.

NORMA SHEARER in "The Divorcee" packed Loew's Theatre this week, and rallied also a queue which must have gladdened the heart of the manager, Jules Bernstein.

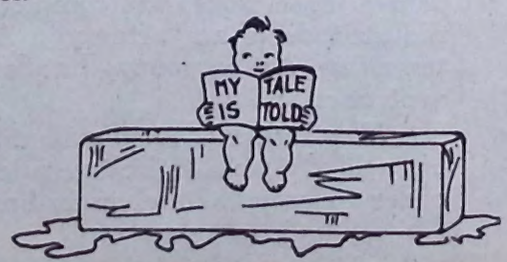
The popularity of Norma Shearer is unquestionable. The week has been an excessively hot one; and only Norma Shearer could have brought the people into a theatre.

Looking about the audience we saw many persons who are not what is termed regular "Movie Fans." We saw representatives of the Government, various organizations, and then of course, the "regulars," and those who follow Norma in every picture, knowing that they are going to get a treat. In "The Divorcee," this latest Metro-Goldwyn-Mayer feature, Norma has a part which she invests with her charm. In fact it is difficult to separate the character of Norma from that of "Jerry," the two personalities fit in so nicely, but then this artist has a way of fitting her characterizations like a glove.

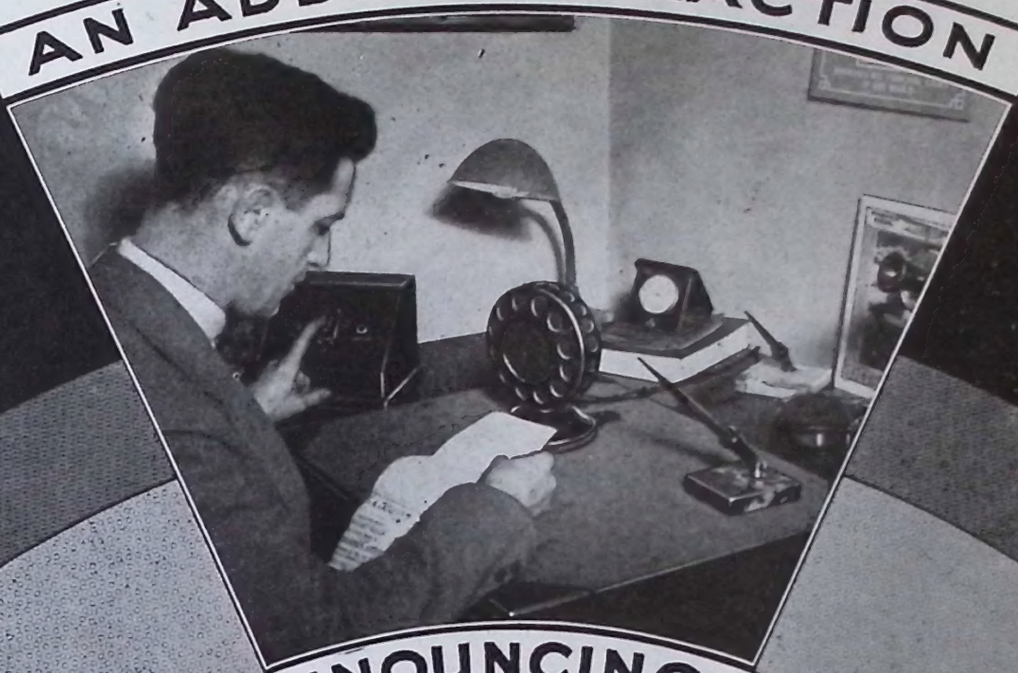
"DIVORCEE" is an adaptation of the Ursula Parrott novel, "Ex-wife." It has been most ably directed by Robert Z. Leonard. The screen version has all the "snap" shall we say, of the original story, but the moral is made to suit the conventional, or the morals of motion picture fans and their critics. "Jerry" returns to her husband, in the picture, after she has divorced him. There is a divorce because, although the husband "Ted," played admirably by Chester Morris, thinks and states that, a man's lapse from conjugal fidelity is something which is not serious, which does not matter, which is accepted by the world, and should be accepted by the wife, with the same indulgence and tolerance as she would accept his omission to deliver the morning parting kiss, this philosophy of tolerance changes when "Jerry" "slips from conventional grace," and is the kind of wife who is so naive that she tells her husband all about it.

Well, you men and women, you know how big that goes over with "friend husband", he is such a "good sport" about this confession; and thinks that it is such an insignificant incident, that he blows off like a stick of dynamite; and everyone within the radius of his imagination, or anatomy, gets the result of the "blow-off." That is why "Jerry" becomes a "Divorcee," but learns, in this state of freedom, that platonic friendship is great, if one wishes to quote Plato, but in relationship to men and women, it looks like "applesauce."

"JERRY" finds that life is "full of proposals," we are left guessing just how many she tries, before she discovers that the male of the species thinks that platonic friendship has something to do with agriculture, a kind of plant, while others say they heard of it in association with the League of Nations. There is a romance and wistfulness about "Divorcee," and a sermon, which in its cynical, and yet perhaps romantic way, preaches a lesson to the married and unmarried of both sexes; and since these make up our picture audiences, "Divorcee" has general appeal, which makes it first class entertainment. The cast and quality of the production is what we get and expect from Metro-Goldwyn-Mayer, whose limit of merit is always the sky. Conrad Nagel as "Paul," in love with "Jerry," always does splendid work; and gives a picture an air of "class."



AN ADDED ATTRACTION



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RCA PHOTOPHONE brings to the theatre the utmost in sound satisfaction. Whether the theatre be 500 seats or 5,000, RCA PHOTOPHONE has equipment designed especially for that situation, **scientifically right, acoustically right** and PRICED RIGHT!

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Toronto Trade Commissioner Reports British Film Trade

A contract between British International Pictures, Ltd., of London, and the Union and Hoyt's Theatres of Australia, is announced, under which the latter agree to take a minimum of 75 per cent. of the first-named firm's output for a period of two years. This is regarded in the trade as one of the most important contracts ever made for the sale of British films in the Empire.

British International Pictures, Ltd., are also taking a leading part in the development of multi-lingual films, and one of their pictures, "Elstree Calling," will be available with sections in the following languages:—

German, French, Italian, Spanish, Dutch, Polish and Czech.

The picture in question is of the review type and a good deal of it will in any case be shown in the English version, but the "compere," who introduces the different parts of the picture, will speak in one of the above-mentioned languages, and at least one of the turns will be specially made to suit the foreign audience.

A movement has been started by the London section of the Society of Motion Picture Engineers to raise an endowment fund for technical and scientific research in film matters. The response to date is encouraging and it is to be expected that an organization will soon be in being for research work which is likely to prove of great ultimate benefit to the trade.

New British Films—Amongst the new Films recently trade shown may be mentioned "Balaclava" described as a patriotic melodrama, including pictures of the famous charge of the six hundred, which has been produced with what is claimed to be considerable success. This picture was well received at the trade show; "Not so Quiet on the Western Front," a picture with a wartime concert party atmosphere; and "You'd be Surprised," a comedy featuring Walter Forde.

Park Theatre Sold

One of Henry Morton's previously leased theatres, The Park, Osborne St., Winnipeg, has been purchased outright by Arthur Bressler from the owner, who will make general improvements.

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Show Business

(*Special to Digest from Ottawa*)

The Lyric Theatre of Hamilton, Ontario, is the latest of the well-known legitimate houses in Canada to be wired for talking picture presentations. The Lyric will no longer feature stage attractions but has been remodelled throughout for film performances. Other important Canadian theatres to change over to the audible screen include the Royal Alexandra at Toronto and His Majesty's Theatre at Montreal.

The Park Theatre, a historic house of Winnipeg, Manitoba, has been re-opened by Arthur Bressler, a veteran exhibitor who has had several theatres in cities of Saskatchewan. The Park had been leased for the past five years by Harry Horowitz and previously it had been operated by Henry A. Morton, one of the Winnipeg old-timers who are now rated in the wealthy class. The Park Theatre was bought outright by Bressler who remodelled and improved the house.

Tom Thumb golf courses have made their appearance in Montreal suburbs but they have not created anything like a furore, as the golfing enthusiasts have been inclined to look at them from a distance.

New night competition of a substantial nature has cropped up for the exhibitors of Chatham, Ontario, where harness racing is now being staged on an illuminated track. So far there has been no night baseball in Canada.

Harvey Williams, manager of the Beach Theatre, Toronto, for many years, was a former major league baseball player. With his mingled interests, he has solved the problem of local baseball competition by issuing baseball schedules which also bear a list of dated attractions at the theatre. The suggestion is made that ball patrons attend the Beach Theatre for the final evening performance after the twilight games are over.

Following the transfer of common stock of Famous Players Canadian Corp. to Paramount-Publix, extensive constructional activities are under way in various Canadian cities. The theatre projects comprise:

A million-dollar theatre and office building in Halifax, N. S., the theatre to seat 2,700 — the largest in Canada east of Montreal; a theatre to hold 1,500 and having 14 office suites at Sudbury, Ontario; the new Capitol Theatre at Galt, Ontario, which will hold 1,130 persons; an atmospheric house at Port Hope, Ontario, to replace the old Royal Opera House, seating 600 persons and costing $100,000. Ed. Landsborough has been appointed manager of the Galt, Ontario, theatre.

Considerable construction work is also in hand. The Strand Theatre at Kingston, Ontario, has been remodelled and re-opened with talking pictures under the name of the Tivoli Theatre with Ernie Smithies in the manager's chair. Smithies also operates the Capitol in Kingston.

According to Quebec law, no child under 16 years of age can enter a theatre where a motion picture is shown. Manager H. W. Conover of the Imperial Theatre, Montreal, sprang a surprise on the authorities on June 20 when he announced a special performance for children of any age and there was an immediate rush of juveniles.

Investigation showed that Manager Conover had deleted all current films from the program for the occasion, had added several vaudeville acts to those on the week's bill and arranged further music. All children had to leave the Imperial before the screen could again be lowered into place, however.

For the National model aircraft championships in Ottawa on July 4 and 5, Manager Joe Franklin of B. F. Keith's is staging a special performance for officials and competitors who will be coming from all parts of the Dominion. Another evidence of his community spirit.

(*Special to The Digest from Winnipeg*)

The Ontario Government, in order to stimulate interest in screen news reels of Canada, and having received a number showing Kenora and the Lake of the Woods, the product of the motion picture bureau of the Ontario Government, screened them in Kenora through the courtesy of Hon. W. Finlayson. The Kenora Board of Trade arranged a special showing of the films for Wednesday afternoon, June 18th, in Derry's Palace Theatre.

Members of the Board of Trade and many citizens attended. The films in question show "Fishing for Bass on the Lake of the Woods," and six other films which have not yet been given titles or sub-titles. It is the desire of the council of the Board that Canadian citizens become familiar with the locality.

For the first time the natural sounds to be heard in the mountain valleys of the Canadian Rockies will be permanently recorded on film when a unit of the Fox Film Corp. will proceed to Jasper National Park to make a talkie.

The company, headed by A. F. Erickson, director; Lois Moran, Sharon Lynn, J. M. Kerrigan. Robert Ames, and other well known movie stars, were in Vancouver, B.C., June 6, immediately proceeding by special Canadian National train to Jasper National Park. The company, numbering in all 75 persons, will spend about three weeks in the Park making Jasper Lodge their headquarters. Following a trip to Jasper Park several weeks ago with cameramen and sound engineers, Mr. Erickson decided to use locations he then saw. The party went into the Maligne Lake district, as well as essaying the difficult climb up Mount Edith Cavell Glacier; a short ride into Emperor Falls in Mount Robson Park was also made.

"The type of scenery required for the next picture I am going to make, 'The Red Sky,'" stated Mr. Erickson, "must be spectacular. We hope to achieve something totally different from anything yet attempted in outdoor talking pictures."

Round About the Studios

Erwin Straus, sensational 19 year-old composer, and son of Oscar Straus, eminent comic opera creator, arrived last week from Berlin to visit his father, now composing music for talking pictures at the Metro-Goldwyn-Mayer studios.

The elder Straus, famous for "The Last Waltz," "Marietta" and other celebrated operas, trained his son to follow in his footsteps. On the even of the younger man's departure for America, his first operetta "Denk an Mich" (Think of Me) scored a brilliant success at the Thalia Theatre in Berlin.

The family of Straus is closely woven into the traditions of the Viennese light opera. Oscar Straus, today hailed as the greatest living exponent of comic opera, is best known for such works as "The Waltz Dream," "The Chocolate Soldier," "The Pearls of Cleopatra" and "Daybreak," on which he colloborated with Arthur Schnitzler. These were performed in every part of the world and in almost every language known to mankind.

"Silver Kings," a Grantland Rice Sportlight for early Pathe release, will be devoted entirely to salmon fishing on the famous Mira Michi River in New Brunswick. The salmon considered by most anglers as the gamest of all fish are captured by the sportsmen in this Sportlight in large quantities and each fish weigh from between 20 to 35 pounds. It frequently takes two hours to land one of these salmon after it is hooked.

This Sportlight, produced by the Van Beuren Corporation, will have a beautiful pictorial background and will include some beautiful camp scenes when at eventide the anglers sit around the camp fire singing old and well loved songs.

As soon as he finishes his role with William Haines in "Remote Control" which Mal St. Clair is directing for Metro-Goldwyn-Mayer, Charles King is going to Europe to play two engagements in London and Paris. The European demand for King followed the release there of "The Broadway Melody" and of "The Hollywood Revue."

Little Wheezer, popular youngest member of "Our Gang" will be seen soon in "A Tough Winter." Metro-Goldwyn-Mayer —Hal Roach newest comedy.

A new and stunning portrait of the beautiful Norma Shearer, whose next for Metro-Goldwyn-Mayer is "Let Us Be Gay."

Lloyd Huges has been signed to play opposite Alice White in Columbia's "Sweethearts on Parade," which is being produced by Al Christie under the direction of Marshall Neilan. This is one of the few remaining specials in the Prosperity Group and it will be brought to the screen on an elaborate scale with a strong supporting cast.

Hughes is well known in the cinema world having launched his career at the termination of the world war. Among his more recent achievements were roles in "An Affair of the Follies," "Too Many Crooks," "Stolen Bride," "American Beauty," "No Place To Go," "Sailors' Wives," "Three Ring Marriage," "Heart to Heart," "Where East is East," "Mysterious Island," "Acquitted" and "Love Comes Along."

Mack Sennett, it is announced by E. W. Hammons, president of Educational Film Exchanges, Inc., will produce a brand-new series during the coming production season, which will once more prominently feature feminine pulchritude, of which Mack Sennett has always been such an excellent judge.

The new series, which will be entirely apart from the series of twenty-six two-reel talking comedies Sennett will produce for Educational release during the coming season, will consist of twelve single-reel comedy novelties, and will be called Mack Sennett Brevities.

John Gilbert's "Way for a Sailor" company has transferred headquarters from the Metro-Goldwyn-Mayer studios to Wilmington, California.

Four ships have been chartered for marine scenes for this naval adventure story.

Sam Wood, whose last production was "The Richest Man in the World," is directing the new picture from Albert Wetjen's book of the same name.

Jim Tully, author of "Beggars of Life," and Gilbert's quondam antagonist in Hollywood circles, has a featured part in support of the film star, with whom he recently became reconciled.

Jack Oakie will have Ginger Rogers in the leading feminine role in "The Sap From Syracuse," which started this week at the Paramount New York studio. This is a swift promotion for Miss Rogers. The dancing star of "Top Speed," the Broadway musical hit, has been elevated to a leading role after playing in only two feature pictures, "Young Man of Manhattan" and "Queen High."

With the exception of a couple of small roles, the cast for Harold Lloyd's "Feet First" has been completed with the signing of Alec Francis and Arthur Housman for important parts. Barbara Kent, leading lady; Robert McWade, Lillianne Leighton and Henry Hall round out what is probably the finest support Lloyd ever has assembled. The comedian now is filming one of his biggest interior sets, the Embassy Club in Honolulu, and will be engaged in shooting interiors up to the time he is ready to start for Hawaii.

"The Royal Road to Romance," adapted from Richard Halliburton's popular novel, will be filmed as an epic of youth by Fox Films, according to an announcement by Winfield Sheehan, vice-president and general manager. No director or cast has yet been chosen, but the leading parts are considered great opportunities for youthful players.

"Maybe It's Love," Warner Bros. production featuring Joan Bennett, Joe E. Brown, James Hall and the All-American football team, presents a new dance, known as the "All-American." This is a modern ballroom routine, in fast tempo, which shows every evidence of achieving immediate popularity.

"The All-American" is the second new dance presented by Warner Bros. pictures, the first being "The Hullabaloo," from "Dancing Sweeties."

Eddie Quillan is supported by a cast of twenty-seven principals in "Night Work," his latest Pathe feature comedy based upon an original story by Walter DeLeon and directed by Russell Mack.

Marie Dressler plays the role of the eccentric dowager in Metro-Goldwyn-Mayer's "Let Us Be Gay."

What Pictures Will You Show Next Season?

You may have the finest theatre in your city--you may put on the best stage show of any house in your community--you may be the best liked good fellow in the city --yet unless you show good pictures your theatre is not going to make money.

Right now the thinking exhibitor is confronted with the hardest task of the year. He must choose the bulk of his feature pictures for the new season. On a proper choice being made depends his success or failure.

Pathe's Unmatchable 20 Feature Pictures

BEYOND VICTORY—World War epic with strong all star cast.

THE SIREN SONG—Starring Mary Lewis—the world famous prima donna.

NIGHT WORK—A rip-roaring comedy featuring Eddie Quillan.

I TAKE THIS WOMAN—An up-to-date adaptation of "Jane Eyre," with Ann Harding.

THE LAST FRONTIER—Greatest story of the West—a William Boyd special production.

HER MAN—The perils of love in the great tenderloin district.

IN DEEP—The story of a girl who tossed conventions to the winds.

TAKING THE RAP—An inside story of sub-machine guns and gang wars.

SWING HIGH—Marvelous circus spectacle with 16 well-known stars.

HOLIDAY—Barry's outstanding stage success starring Ann Harding.

NORTH OF THE YUKON—A story of the Northwest Mounted Police, with William Boyd.

ADAM AND EVE—One of Collier's most successful serials.

LOOKIN' FOR TROUBLE—A rollicking story of tomfoolery, featuring Eddie Quillan.

THE GREATER LOVE—Depicting vital phases of New York life, starring Ann Harding.

THE PRICE OF A PARTY — Struggles and ultimate triumph of a plucky working girl, starring Helen Twelvetrees.

ALL THE WAY—Constance Bennett in a story of supreme heroism of a woman.

THIS MARRIAGE BUSINESS—The intimate love story of a great industrial leader.

RAWHIDE—William Boyd enacting to life the romantic figure of a lone westerner.

ROMANCE HARBOR—Featuring Ann Harding in a forceful romantic story.

LAZY LADY—Constance Bennett in a story of a girl who likes luxury.

Pathe, always the pioneer, is the first to fully recognize the importance of furnishing exhibitors with good pictures one after another. Pathe is the first of the great producers to relegate the old-time "program pictures" to the scrap heap, and in their place offers *twenty real Special Productions*, each and every one of which will be found worthy of showing in "de luxe" theatres.

Pathe presents a series of productions of a quality beyond precedent. Every picture of Pathe's new season product is a special of extraordinary theatrical value and unusual quality of audience appeal.

For years Regal Films Limited has been Canadian Distributors for Pathe. Regal has always been proud of this fact, but never so proud as now--after it has fully investigated the high quality of the Feature Pictures Pathe offers for season 1930-31.

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The Absolute Best Produced!

SIX CHECKER COMEDIES

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Pathe has an option on all the fun, joy and happiness which makes Main Street the greatest joy avenue in the world.

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A series of Rah, Rah, Rah Comedies chuck full of college humor. These Campus Comedies have proven to be sure-fire hits.

SIX RODEO COMEDIES

Cowgals, Tenderfeet, the villain, shootin' and brandin' irons — Galloping Maud, the demon woman rider of the plains.

SIX FOLLY COMEDIES

Music, Fun and pretty girls. And they've got to smile and laugh and dance and drive dull care away. Big hits last season.

EIGHT RAINBOW COMEDIES

We believe the humor of life should be colorful. ..So here it is — all pink and cute — and chuck full of real fun.

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Pack all your troubles in your old kit bag and let's make Whoopee And they sure do in this outstanding series.

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